

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.
Application No. : 10/066,811
Confirmation No. : 6065
Filed : February 4, 2002
For : SYSTEM AND METHOD FOR MODIFYING
ADVERTISEMENT RESPONSIVE TO EPG
INFORMATION
Art Unit : 2426
Examiner : Fred H. Peng

New York, New York 10036
December 17, 2010

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the July 7, 2010 Office Action, applicants hereby amend the above-identified patent application as follows:

Amendments of the Claims are reflected in the listing of claims which begins on page 2 of this Reply to Office Action.

Remarks begin on page 14 of this Reply to Office Action.